

Nearly two out of every three additional  
cigarette sales you made last year  
were Philip Morris brands.

*Here's the Score for '74:*

Gains In Domestic Cigarette Consumption Over 1973

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<b>Total Industry</b>	<b>+ 17.45 billion</b>
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<b>Philip Morris USA</b>	<b>+ 11.32 billion</b>
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<b>Rest of Industry</b>	<b>+ 6.13 billion</b>
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Growth like this means extra sales and profits for every drug store  
that keeps Philip Morris brands fully in stock at every location.

*The Profit Makers  
come from*  
**Philip Morris USA**

